

Administrative - Internal Use Only

8 November 1977

MEMORANDUM FOR: DCI Special Assistant for Public Affairs

FROM : Omega J. C. Ware, Jr.
Director, Equal Employment Opportunity

SUBJECT : Thoughts on Potential DCI Contact with
Johnson Publishers

1. This is in response to your query assessing the debits and credits of a DCI contact with Johnson Publishers during his forthcoming visit to Chicago.

2. The Agency mission of producing timely, accurate and useful intelligence, as well as conducting such covert actions as may be required, will continue, of necessity, to be conducted behind a veil of secrecy. However, though the necessity of secrecy will prevail, Agency activities cannot at the same time be conducted in a domestic vacuum. From my point of view, the Agency can neither remain nor appear a non-participating member of a family of Federal agencies. It is also important that the Agency recognize its membership in local and national communities. Agency needs, resources, personnel recruiting efforts, legislative support, etc., are all dependent on a reasonable public understanding of our mission, activities and responsibilities. For these reasons, and others, I consider it obvious that we must continue the efforts of your office and ours aimed at presenting an Agency image that reflects the Executive and DCI policies of truth, effectiveness, legality and humanity. Toward this end you have brought about much of the public exposure that this Agency has received in recent times. In my opinion, this exposure in national publications and on television has been beneficial and supportive of the Agency's mission and generated increased public acceptance.

3. Johnson Publishers, as some of the others with whom we have dealt, serve a large national audience, but they are also unique. Johnson Publishers is possibly the most influential minority-owned and controlled publisher. It goes without saying, therefore, that Johnson Publishers' understanding of the true mission, purpose and problems of the Central Intelligence Agency can be a vital asset in

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developing accurate public understanding and support of the Agency, its missions and the related Administration policies. In this respect Johnson Publishers differ little from other national publications. Johnson Publishers differ, however, in that their primary objective is to satisfy the interests and needs of black America. Reporting by this publisher on the Central Intelligence Agency, while covering some of the same ground that other media have covered, would of necessity address questions and issues which other media have tended to ignore. These areas obviously include the status of minorities, particularly black employees of the Agency, black life in the Agency, and the policies and actions of the CIA as they may affect black America and third world countries.

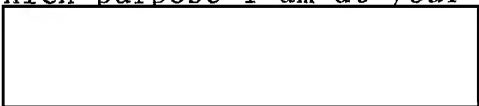
4. In light of these interests, it seems to me that there are several questions to be discussed before Johnson Publishers becomes a vehicle for our public exposure. These questions include the following:

- What is the Agency's basic message for black America? What is the objective and policy behind that message?
- What is the status of women and other minorities within the Agency?
- What is the future of the black or minority employee in the Central Intelligence Agency?
- What can be said of Agency policies and operations in third world nations, particularly southern Africa?

5. With regard to the particulars of an Agency story in a publication such as Ebony:

- Are we prepared to give a reporter free access to black employee opinion on other than classified matters?
- What elements of our senior management and leadership are prepared for a free exchange on matters of equity and racism in Agency administration and operations with an incisive and perceptive black reporter?

Obviously, I have thoughts on the above questions. In some cases my feelings are reflected by the questions themselves. However, I think Agency answers are more properly arrived at through discussion, for which purpose I am at your disposal.


Omego J. Ware, Jr.

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ROUTING AND RECORD SHEET

SUBJECT: (Optional)

~~Orig 1 Johnson Publishers~~

CIA 601 TURNER, Adm.

FROM:

Director, EEO
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EXTENSION

NO.

DATE

(orig under Johnson)

8 November 1977

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TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

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